

Social Media Advertisement Analytics

Campaign Performance Overview

Channel Effectiveness and...

Target Audience and Campaig...

Temporal and Language...

Month

Channel Used

Campaign Goal

Target Audience

Company

Age Gro...

All

All

All

All

All

All

Total Campaigns

300K

Average Conversion Rate

0.08

Average Acquisition Cost

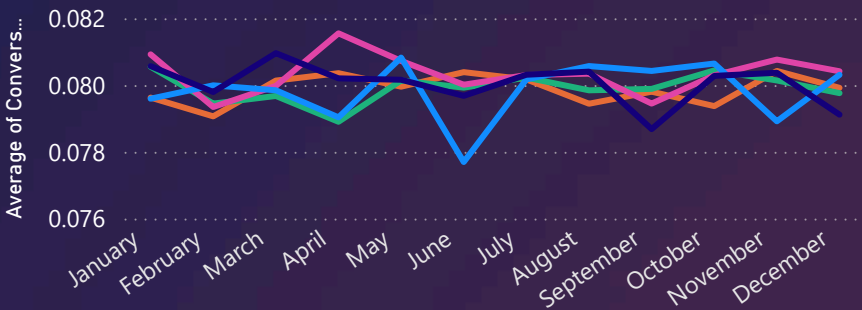
7754

Average ROI

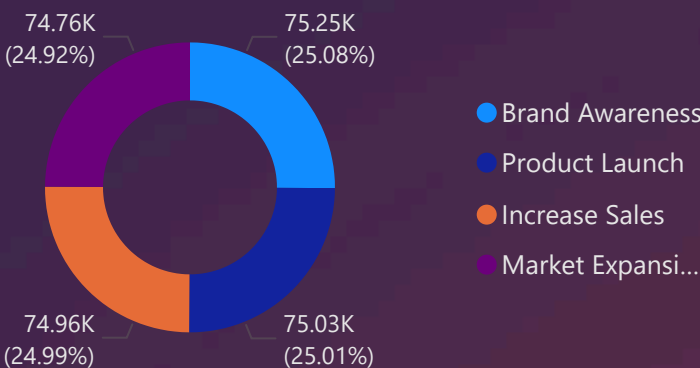
3.18

Trends in Average Conversion Rate Over Time

Austin Las Vegas Los Angeles Miami New York

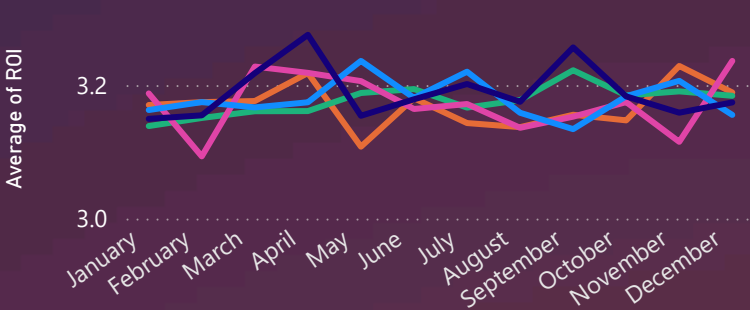


Distribution of Campaigns by Goal

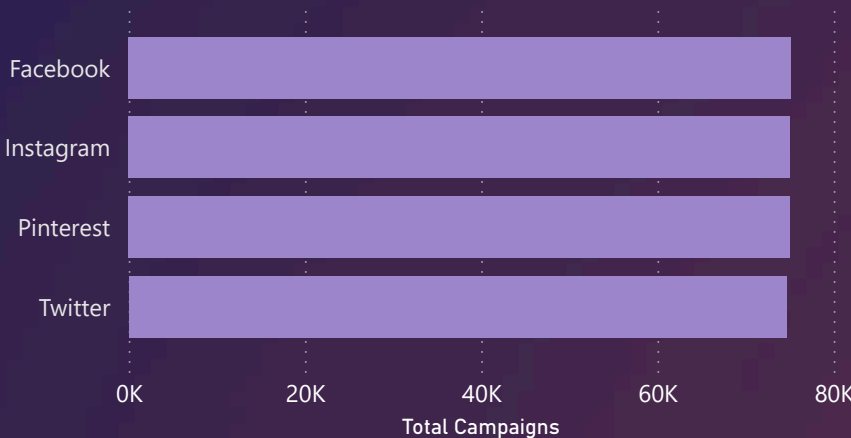


Trends in Average ROI Over Time

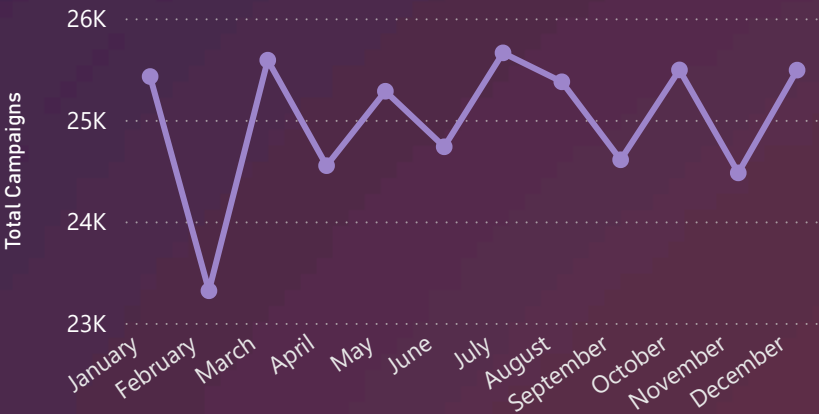
Austin Las Vegas Los Angeles Miami New York



Campaigns by Social Media Platform

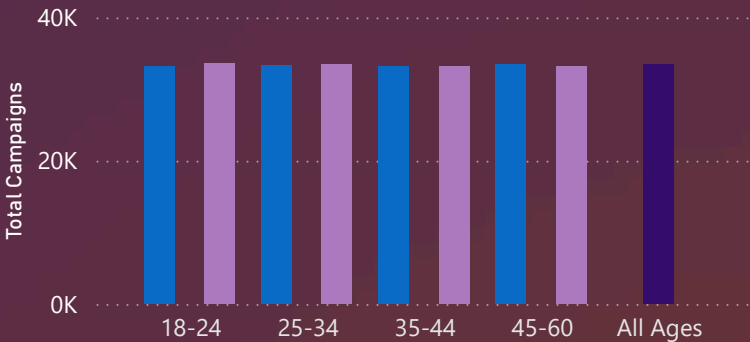


Trends in Total Campaigns Over Time



Distribution of Campaigns by Target Audience And Age Group

Men Men and Women Women



Campaign Performance Overview

Channel Effectiveness and Geographical Insights

Target Audience and Campaign Goals Analysis

Temporal and Language Insights

Month

All

Location

All

Channel Used

All

Campaign Goal

All

Target Audience

All

Age Group

All

Company

All

Language

All

Average Clicks

18.15K

Average Engagement Score

4.37

Average Conversion Rate

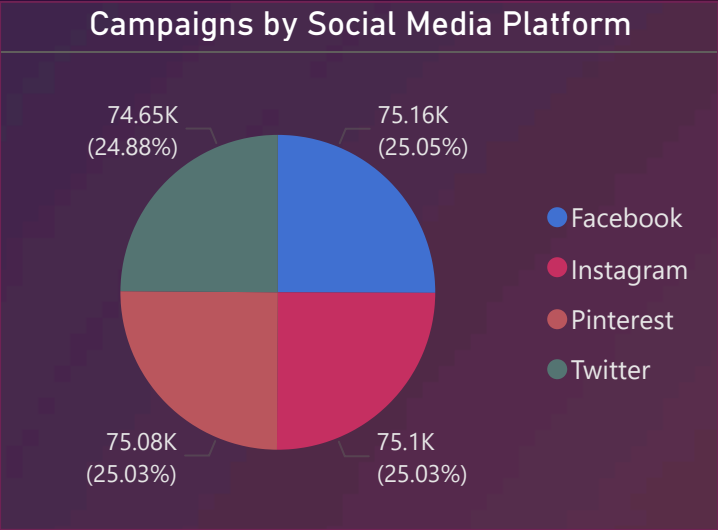
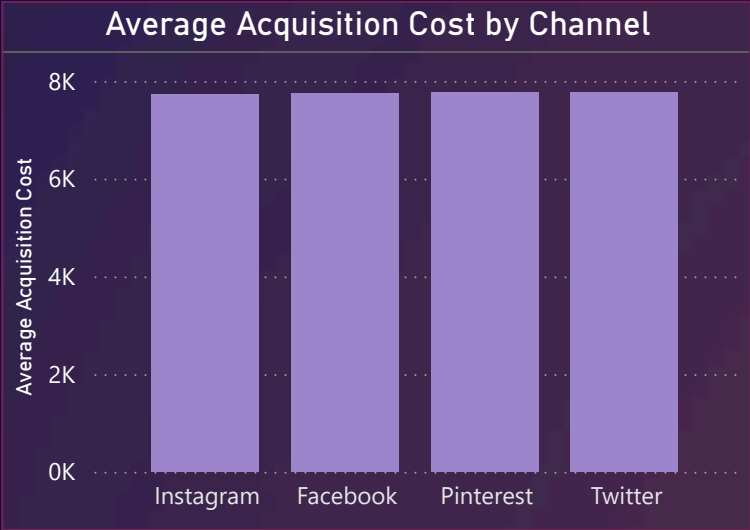
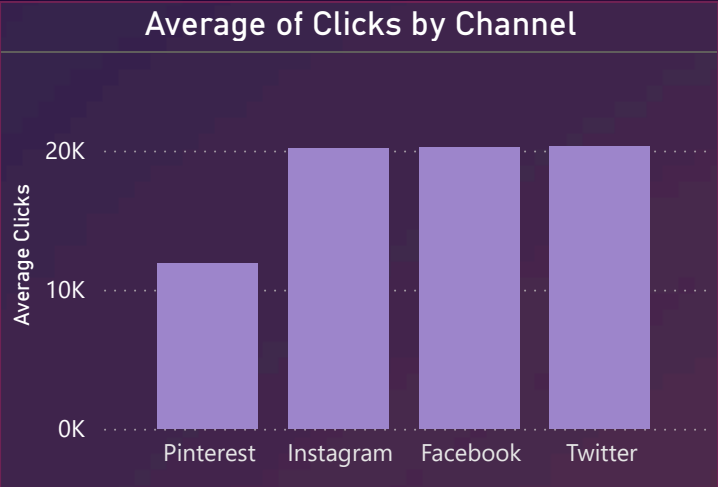
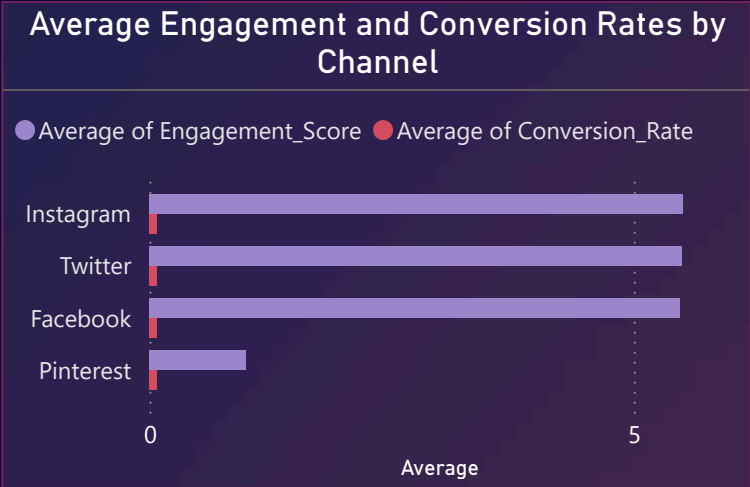
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Average Acquisition Cost

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Average ROI

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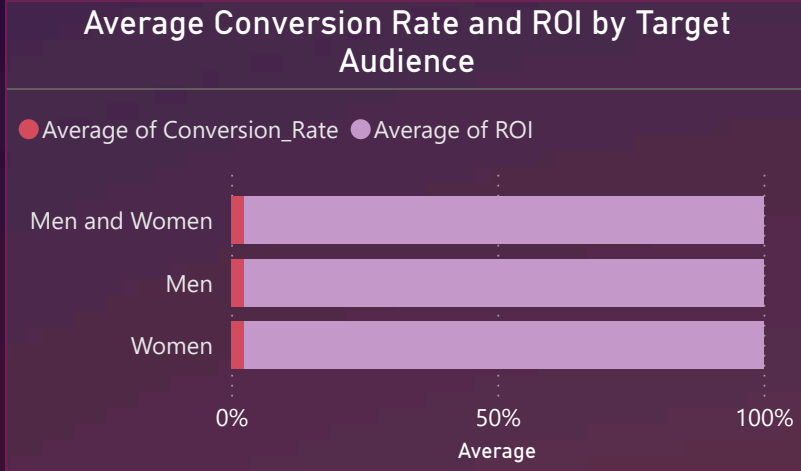
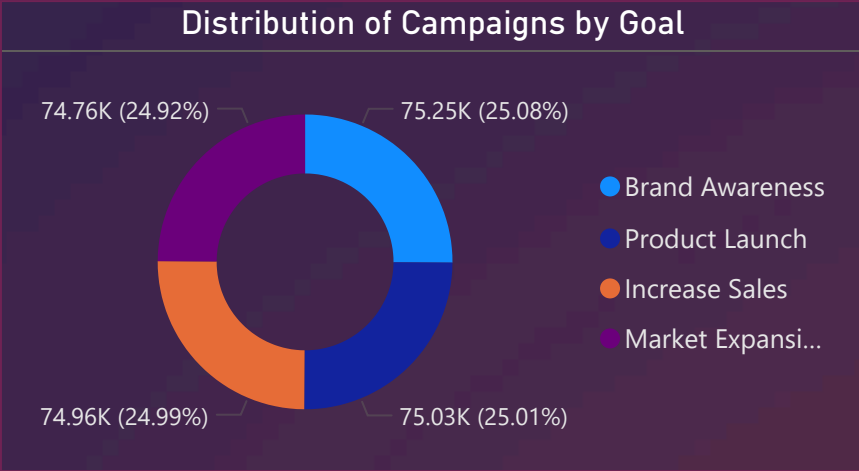
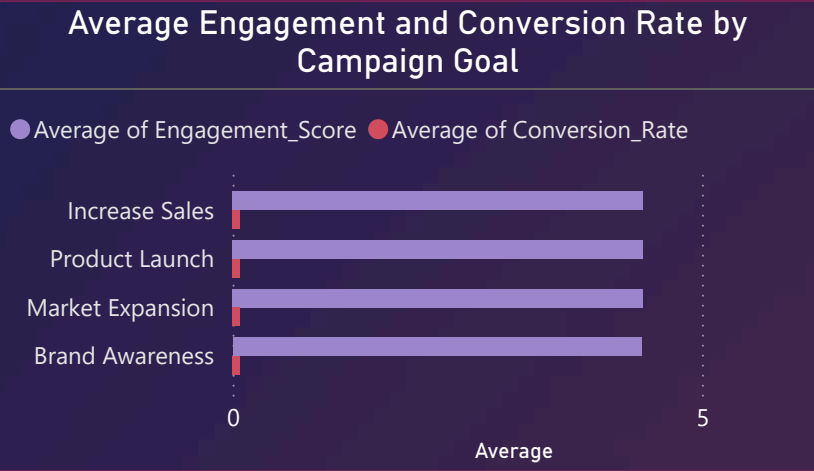
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Target_Audience	Brand Awareness	Increase Sales	Market Expansion	Product Launch	Total
<div>Women</div>	33595	33097	33350	33289	133331
18-24	8517	8216	8446	8414	33593
25-34	8395	8333	8421	8333	33482
35-44	8297	8217	8352	8276	33142
45-60	8386	8331	8131	8266	33114
<div>Men</div>	33343	33450	33120	33309	133222
45-60	8348	8361	8389	8393	33491
25-34	8319	8420	8286	8321	33346
35-44	8308	8385	8140	8371	33204
18-24	8368	8284	8305	8224	33181
<div>Men and Women</div>	8310	8416	8289	8432	33447
All Ages	8310	8416	8289	8432	33447
Total	75248	74963	74759	75030	300000

Campaign_Goal	Customer_Segment	Company	Location	Max of Engagement_Score	Max of Clicks
Brand Awareness	Technology	Innovate Infinity	Miami	10	4000
Increase Sales	Home	Dwell Delight	New York	10	3999
Market Expansion	Technology	Code Crafters	Los Angeles	10	3999
Market Expansion	Technology	Innovate Infinity	Austin	10	3999
Market Expansion	Food	Savor Street	Las Vegas	10	3999
Market Expansion	Technology	Tech Titans	Las Vegas	10	3999
Brand Awareness	Health	Vital Vigor	Miami	10	3999
Increase Sales	Health	Elixir Essence	Los Angeles	10	3999
Increase Sales	Home	Furnish Fine	New York	10	3999
Total				10	4000

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